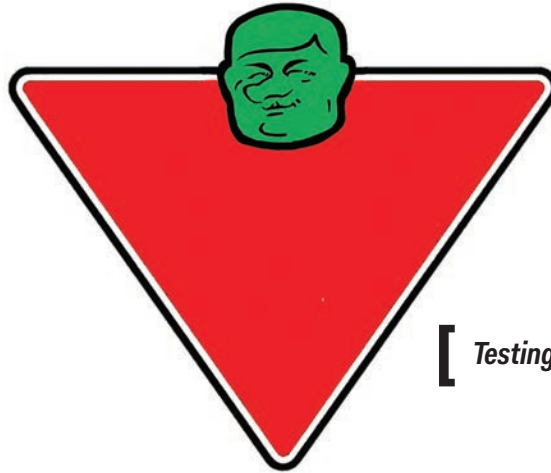


# Caveat emptor

Marketing is a big part of politics, and in today's over-branded, hyped-up world, are we that far away from political leaders becoming brands? And we don't mean the personal brands they've already crafted, but actual consumer brands (Rob Ford bobblehead, anyone?). Or maybe in the next election, we'll see Walmart or Tim Hortons take a run for Parliament. Is the idea really that crazy? Until that happens, we asked illustrator **Anthony Jenkins** to re-imagine the current Canadian party leaders as popular brands, and imagined some possible taglines. Buyer beware!

*\*Note: No brands were harmed in the making of this back page, nor are they in any way affiliated with the political leaders portrayed. It's just parody, people.*



[ *Testing your patience in Canada* ]



[ *A long Canadian heritage of being ignored* ]

## ZIG-ZAG



[ *A slow burn to the top* ]



[ *Doubling down on the budget* ]